Caffeine and Consumer Choice Behavior – To Choose or Not to Choose
(Michael Canty)

Language: German/English

Coffee, one of the most popular drinks worldwide, is consumed by a large fraction of the population on a daily basis. The most controversial ingredient of the hot beverage is the central nervous system stimulant caffeine. The impact of caffeine on decision making, both on the level of cognition and affect, has been recorded in various studies over multiple fields of research.

Based on experimental market research, this master thesis will focus on the influence the stimulant has on consumer’s choice behavior with regards to buying or deferring from the choice.

Introductory Literature:


